



The
new color enchantment
in Hard Maple Floors

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MAPLE FLOORING MANUFACTURERS ASSOCIATION
1740 McCormick Building
Chicago, Illinois

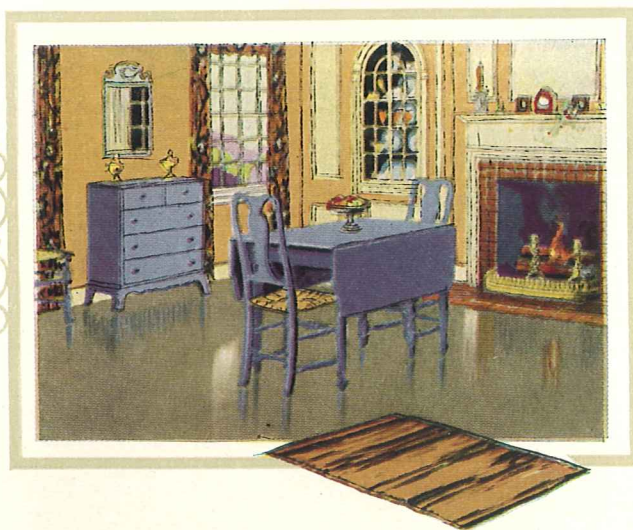
*W*HO has not admired the warm golden brown of the maple leaf in fall — the magic transformation from cool green that nature has worked with her brush of the seasons? It is such color masterpieces of nature, the teacher, that has inspired man, the student, to impart to the maple wood itself the alluring color tones described herein.

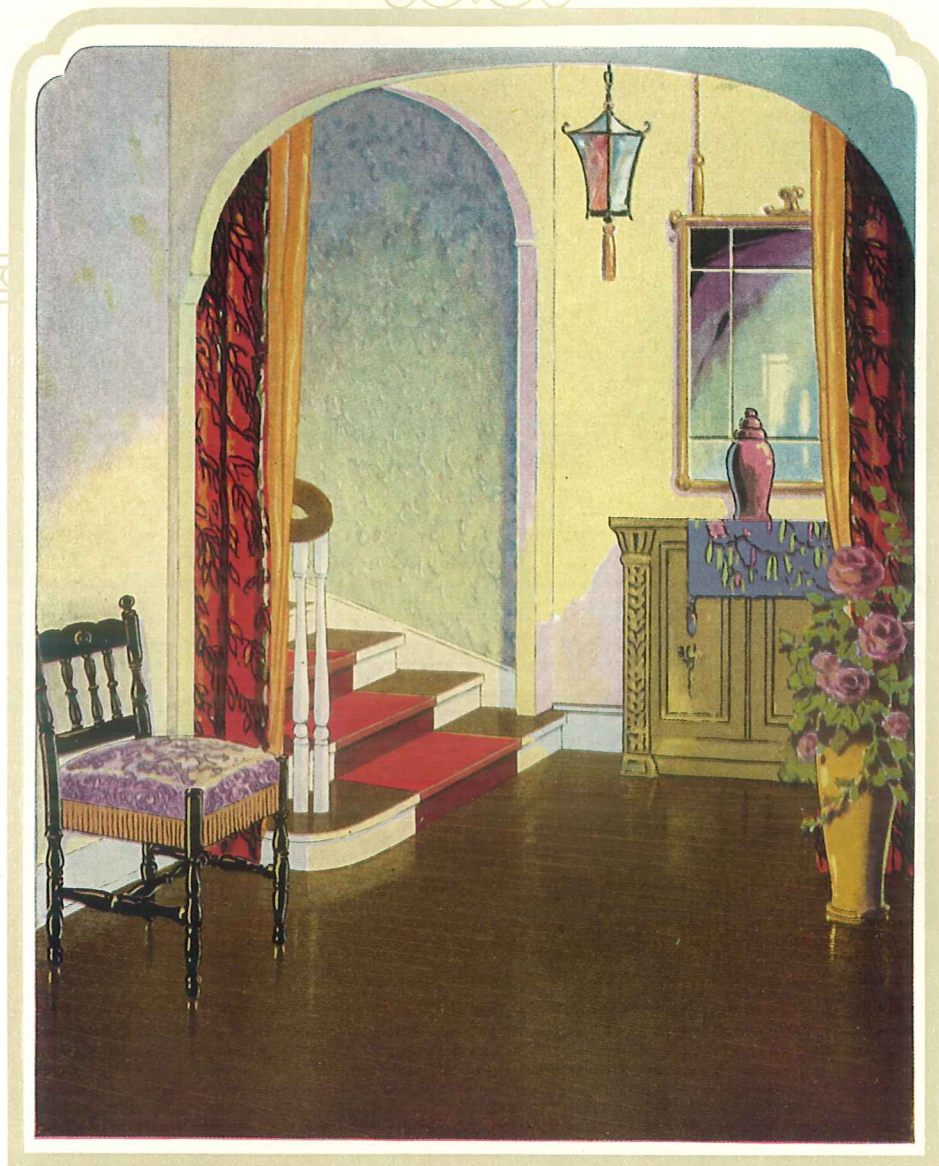
Color—its new importance in the modern home beautiful

WHEREVER new homes are being planned, architect and interior decorator are placing new emphasis on the use of color. The vogue of color prevails because it is now realized, more than ever before, that color can transform an uninteresting home into a place of beauty and cheer . . . that color can help make a warm room cool or a cool room warm . . . that color, wisely employed, can give brightness to a hallway that is dark or modify the effect of sunlight in a room overly exposed.

Yet color is not sufficient in itself. Only careful consideration of tonal harmonies and judgement in color distribution can bring about a truly decorative interior scheme. A glance at any charming room reveals not a single note in interior trim, walls, floor, or furnishings that is not in perfect accord with every other element in the room.

How best may such color harmony be achieved? Need it involve unusual cost? Where is the starting point in harmonious decoration? These questions, so often asked, are answered on the following pages. The information herein contained is authentic—representing the latest advances in color employment throughout the home.





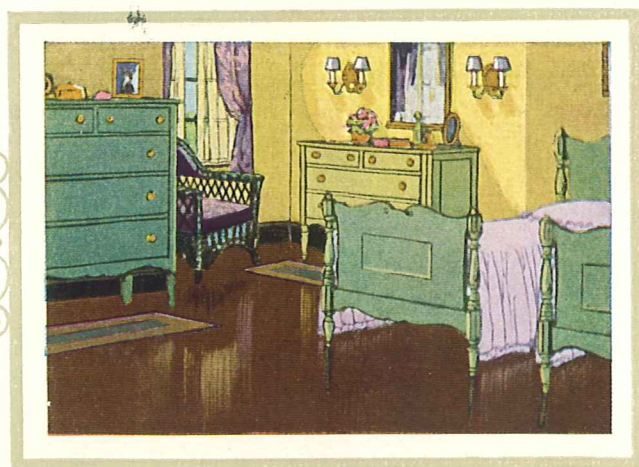
*Note how the warm brown finish of this
Maple floor sets a charming foundation for
the entire decorative scheme. And consider
the fact that such a floor actually
outwears stone.*

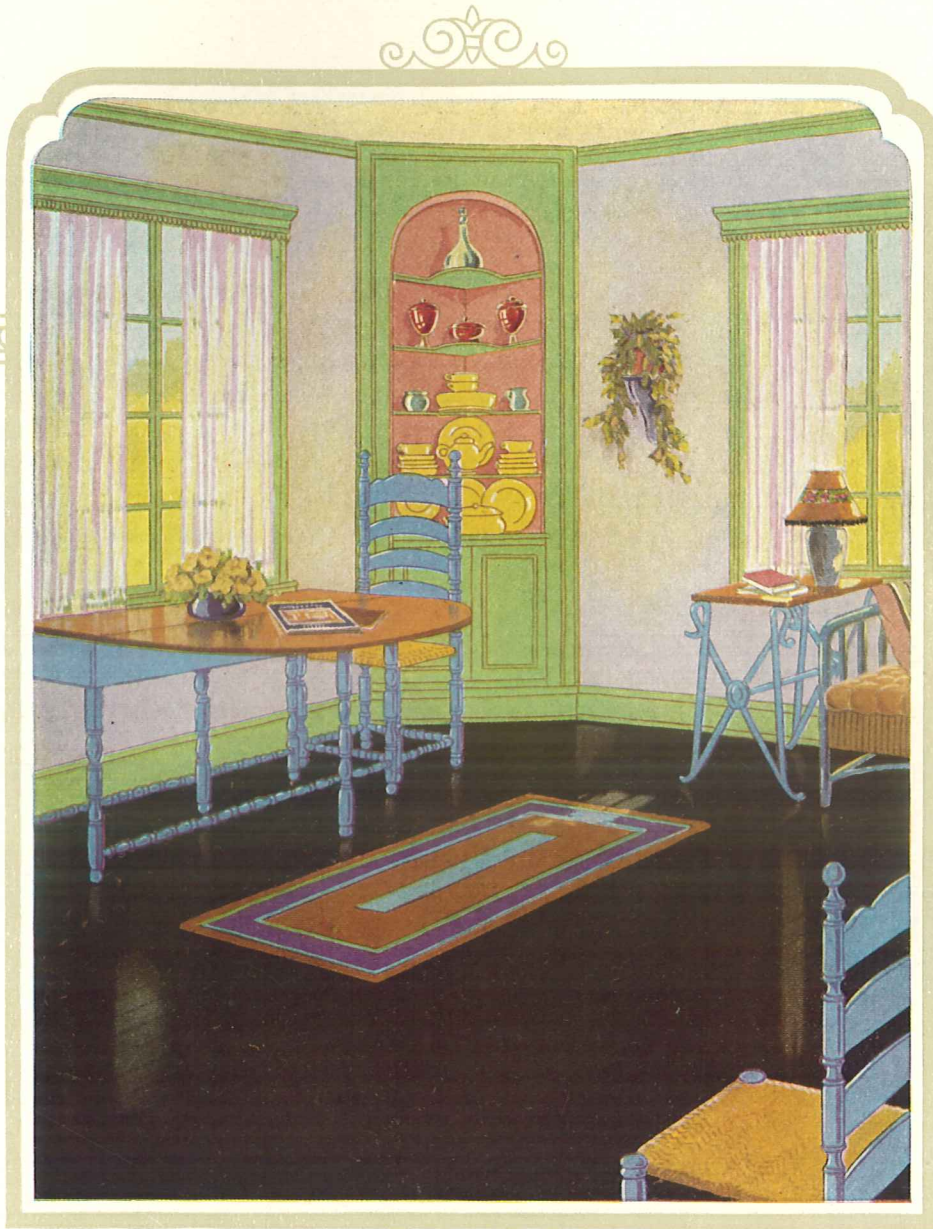
Start with the floor when you plan an interior scheme

It is perhaps natural that people, in the past, have given so little attention to the selection of flooring for even the better homes. They chose a hardwood, of course, because true homelike comfort demanded its use. But floors were simply floors . . . they offered little opportunity for pleasing variety throughout the home or genuine harmony in the decorative scheme of a room.

How different today! Now noted interior decorators say, "The floor should be the starting place in the planning of every room." The floor, they point out, is really the stage upon which the interior scene is set. It is the foundation upon which everything else is built. When the floor is correctly chosen, interior color harmony is simply a matter of selecting furnishings and decoration in pleasing contrast or emphasis.

And the new and interesting fact about the flooring problem — the fact that is creating keen interest among architects and interior decorators, is that a wide variety of color effects in floors may now be secured at moderate cost and without any sacrifice of the homelike atmosphere that only the finest hardwood floor can bring.





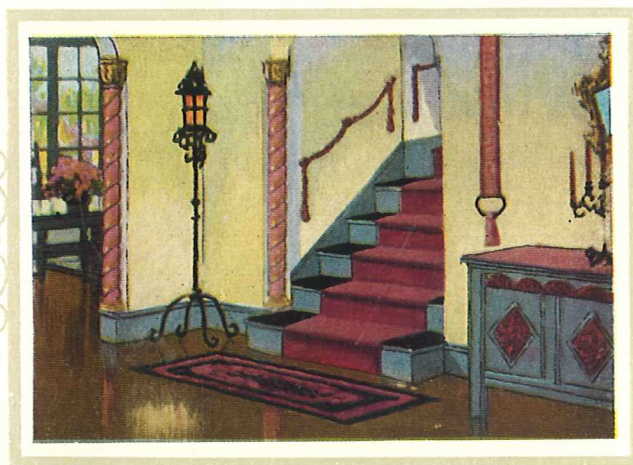
A floor in black! It is one of the rich new possibilities that Maple now offers you. See the hidden color that the reflected light reveals.

Hard Maple floors—in alluring lasting colors

THE hardwood flooring that now offers this wealth of colorful possibilities for beautiful interiors is **MFMA** Maple Flooring. After years and years of scientific experiment, a marvelous process has been developed by which Northern Hard Maple, hitherto impervious to color stain, is made to take a variety of delightful, transparent, permanent color finishes, and the application of these finishes brings out the delicate grain of the wood and creates a distinctive type of beauty never before seen on any floor.

In the chart on pages 10 and 11 are reproduced, as faithfully as fine printing processes permit, eight of the color finishes now available in **MFMA** Maple Flooring for residential use. For each finish, the correct formula is given. In addition to these eight finishes, formulae for a seal black and a natural finish are given on page eighteen.

Throughout this booklet you will note a series of charming examples of the application of some of these color finishes — and the effect they have in making rooms more beautiful and harmonious in design. Realize, as you look at them that you, too, may now enjoy this color enchantment in every room of your home . . . and secure with it the unique comfort and service which **MFMA** Maple Floors can give.



Why Maple is the ideal flooring for residential use

THERE are other essential reasons, in addition to the opportunity for color, why **MFMA** Maple Flooring is the logical choice for your home. Have you ever noticed the floor of a ballroom? Smooth! Even! Unsplintered! Because the floor is Maple. Maple, extremely hard yet pleasingly resilient, resists pressure and the friction of passing feet. It actually outwears stone! Years of use will find your Maple floors as smoothly beautiful as the day they were laid.

Think what this permanent smoothness means from the standpoint of cleanliness. The remarkably close grain of Northern Hard Maple affords no open lodging places for dust and dirt. It will not sliver or become ridged. And when your Maple floor bears the **MFMA** trademark you know that the flooring is so scientifically milled and matched that it will not spread or develop dirt-catching cracks. An **MFMA** Maple floor, therefore, is amazingly easy to keep clean.

When you consider the homelike comfort **MFMA** Maple Flooring offers and the fact that it is not prohibitive in cost . . . when you think of the beautiful color effects it makes possible throughout your home, the supreme cleanliness and enduring service it provides . . . isn't it obvious that this flooring should have a place in your home interior plans?





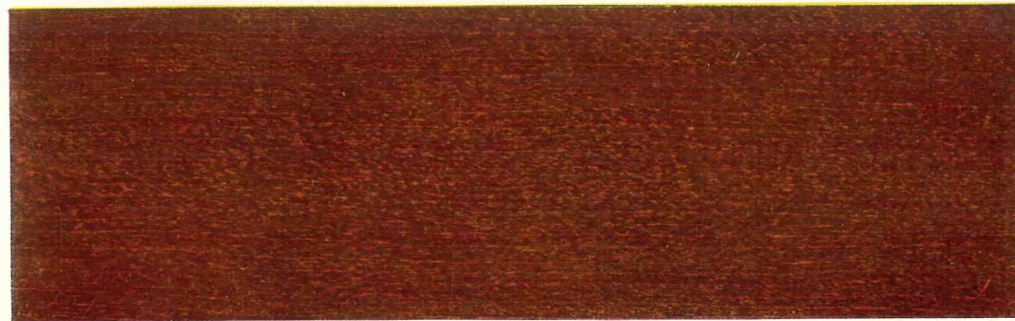
MFMA NUMBER 101 — *Early American*

1 Coat Early American Acid Stain No. 5273
1 Coat American Lacquer
2 Coats Varnitro on Maple



MFMA NUMBER 102 — *Spanish Brown*

1 Coat Spanish Brown Acid Stain No. EB-66
1 Coat American Lacquer
2 Coats Varnitro on Maple



MFMA NUMBER 103 — *Autumn Brown*

1 Coat Autumn Brown Acid Stain No. B-91
1 Coat American Lacquer
2 Coats Varnitro on Maple



MFMA NUMBER 104 — *Silver Gray*

1 Coat Silver Gray Acid Stain No. 4483
1 Coat American Lacquer
2 Coats Varnitro on Maple



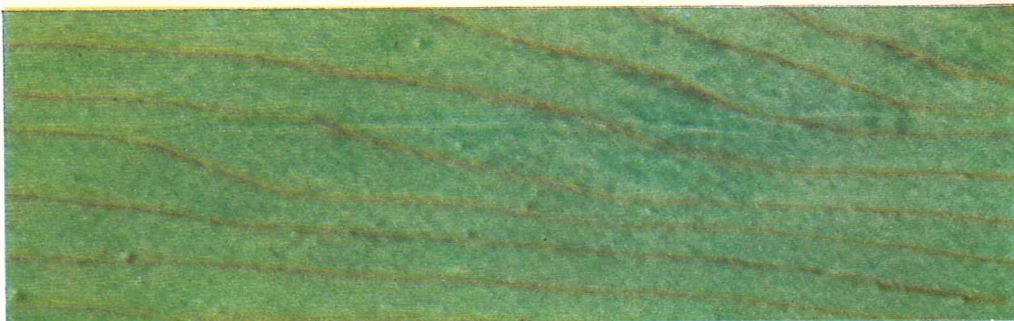
MFMA NUMBER 105 — *Dove Gray*

1 Coat Dove Gray Acid Stain No. 5267
1 Coat American Lacquer
2 Coats Varnitro on Maple



MFMA NUMBER 106 — *Royal Blue*

1 Coat Royal Blue Acid Stain No. 5266
1 Coat American Lacquer
2 Coats Varnitro on Maple



MFMA NUMBER 107 — *Pastel Green*

1 Coat Pastel Green Acid Stain No. 5173
1 Coat American Lacquer
2 Coats Varnitro on Maple



MFMA NUMBER 108 — *Orchid*

1 Coat Orchid Acid Stain No. 5240
1 Coat American Lacquer
2 Coats Varnitro on Maple

Consider, too, the investment advantages of Hard Maple floors

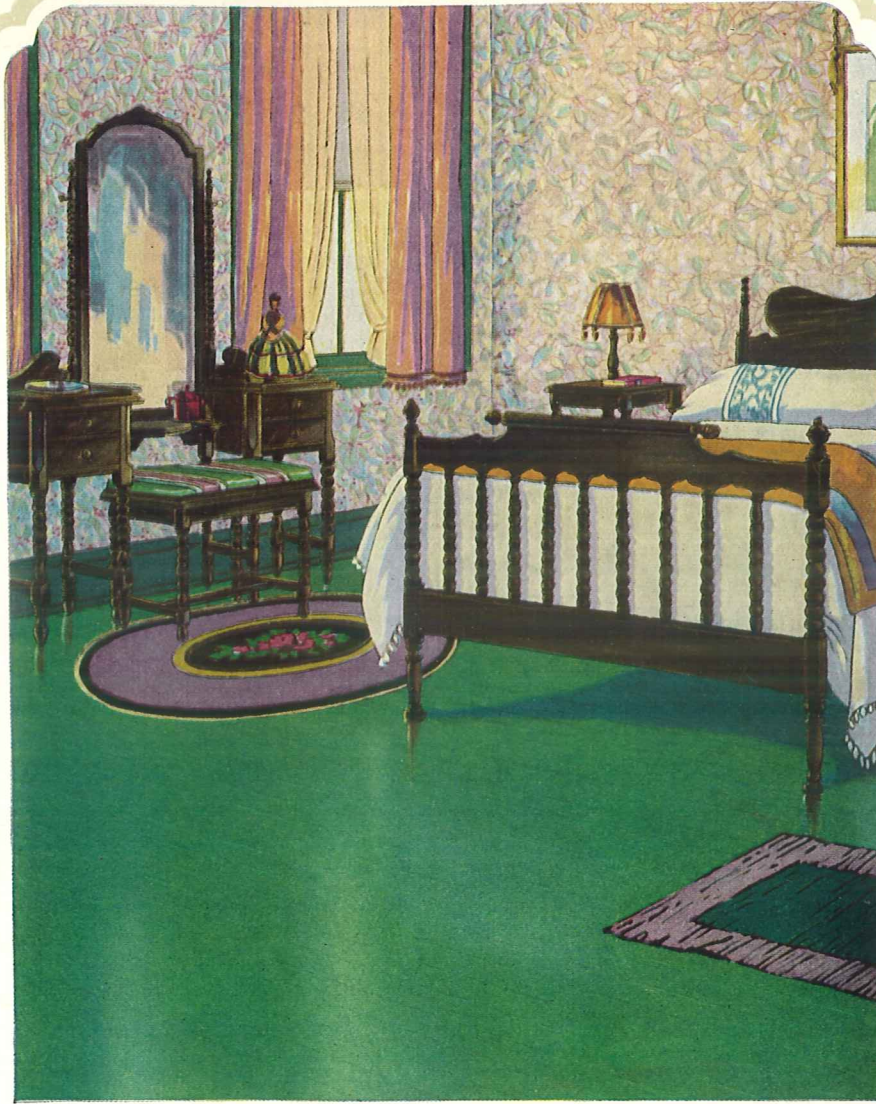
THOSE who plan homes wisely never overlook the important investment factor. What effect will the floors, for example, have on the value of the home in future years?

The very feature that will make you choose **MFMA** Maple Flooring for your home today will mean enhancement of the value of your home tomorrow. For Maple, with its unique color advantages, comfort and supreme durability, sets an advanced standard in what is most modern in residential flooring.

And what is equally important is the fact that Northern Hard Maple, being a single growth wood, is becoming more and more rare with each passing year. As its supply approaches depletion, it will become more valuable in itself. To floor with Maple Flooring now is to assure yourself of floors which the years will make more precious.

MFMA Maple Flooring offers you not only the opportunities for color variety described herein, but also a variety of widths or faces by which you may secure the effects you want in your floors — narrow faces for small rooms and where dainty effects are desired — wider faces for Colonial schemes of decoration.





Picture the charm of the floor above in YOUR bedroom. It can now be yours — in enduring Maple. Who would not prefer its beauty to the uninteresting floor of other days!

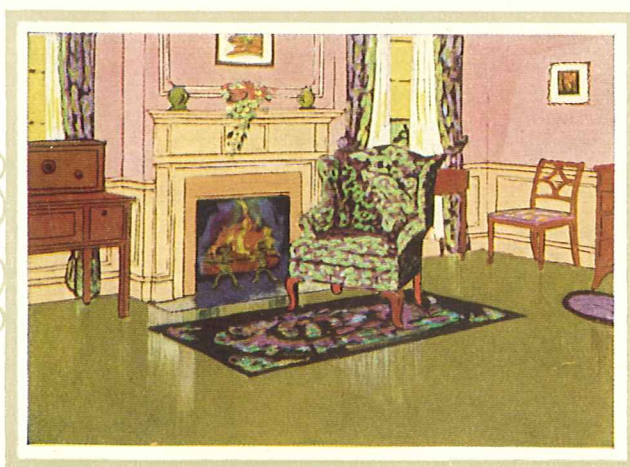
New floors for old—if you plan to remodel

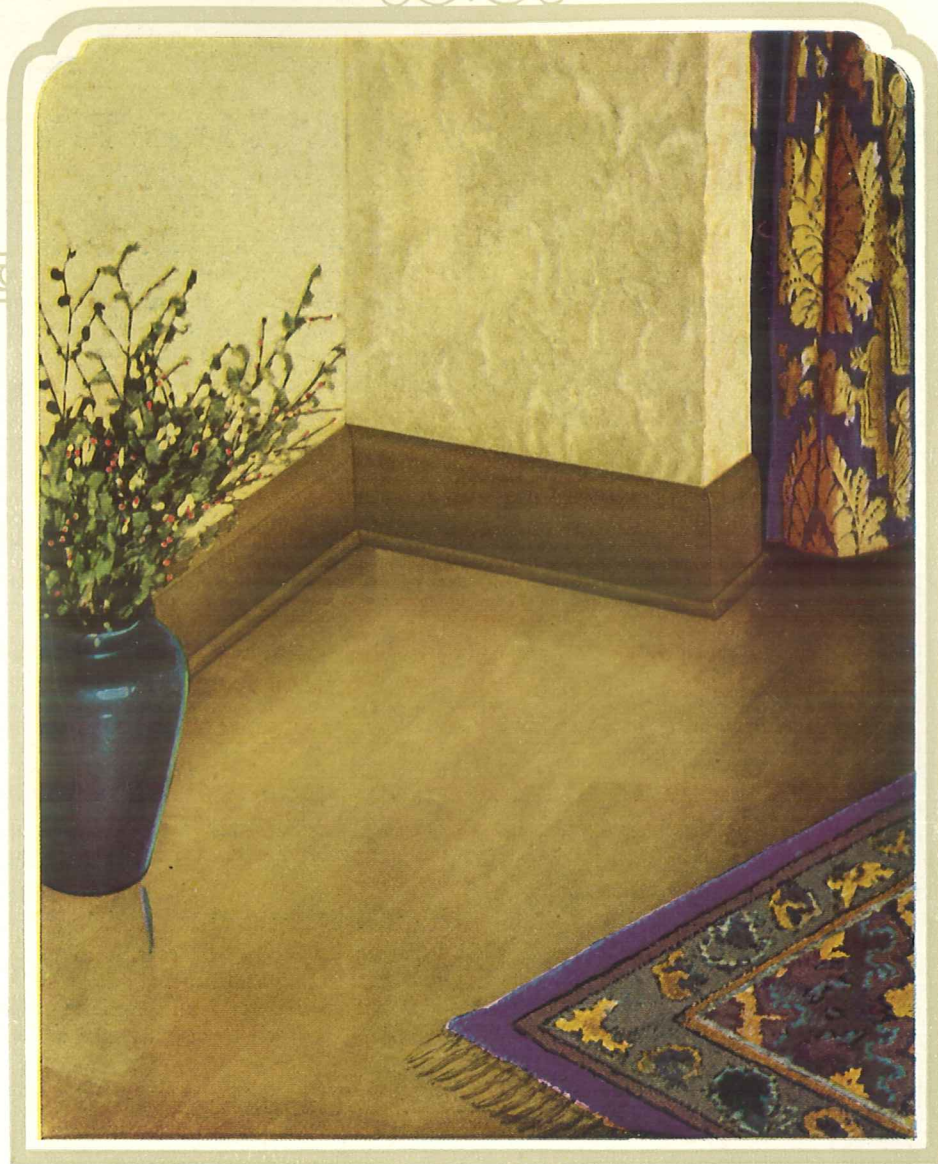
PERHAPS you are planning to make changes in your present home. If so, **MFMA** Maple Flooring offers you a splendid opportunity for improving the whole appearance and comfort of any or every room.

There is a special “thin” type of Maple Flooring that you can lay right over the floors you now have. You need not even disturb the doors or the woodwork. And you will pay no more for such a floor than you would for a good carpet.

By making these “new floors for old” a part of your remodeling plans you can now bring the beauty of colorful floors into the rooms throughout your home, since these floors may be finished in the manner described in this booklet. And if you have an attic or other unused space in your home you can turn it into a dance floor, billiard room or children’s playroom by the laying of this “thin” Maple Flooring.

When you have laid these new floors, your home will be decidedly more modern, a much more pleasing place in which to live. It will automatically have enhanced in selling value many times the cost of the flooring.





*Only in a Northern Hard Maple floor can
you secure the distinctive beauty of the
finish shown above. And such a floor will
remain smooth through the years!*

Technical Information on MFMA Maple Flooring

May be adapted by the architect in making specifications

Characteristics of Northern Hard Maple

Maple is dense, strong, hard-fibred, extremely durable. It is free from splintering and slivering. It polishes under friction in a way that increases its wearing qualities. The grain is close — sometimes curly or bird's-eye. The color of the heart-wood is brownish; the sapwood is much lighter.

Maple makes a remarkably clean and sanitary floor, because of its tight grain and smooth surface. It is extremely versatile in its flooring uses which range from fine residential to industrial. Once laid a Maple floor is like a smooth, one-piece area of hardest wood because each piece is side and end matched to perfection.

Wearing Qualities

Tests show, in the order named, the following comparative values for wearing qualities, under practically the same conditions, of woods used for flooring:

(1) Maple; (2) Beech and Birch; (3) Oak, quarter sawed; (4) Yellow Pine, edge-grain; (5) Fir, edge-grain; (6) Oak, plain sawed; (7) Yellow Pine, flat sawed; (8) Fir, flat sawed; (9) Norway Pine; (10) White Pine.

Standardization

MFMA flooring is made to accurate specifications and this accuracy is attained by the use of standard gauges. The Official Inspector of the Association visits from time to time the mills of the members of the Association to inspect the millwork of their flooring and to see that the grades established and standardized by the Association are being maintained.

The trademark **MFMA** on Maple, Beech or Birch flooring signifies that the flooring is standardized and guaranteed by the Maple Flooring Manufacturers Association, whose members must attain and maintain the highest standards of manufacture, and adhere to manufacturing and grading rules which economically conserve these remarkable woods. **This trademark is for your protection. Look for it on the flooring you use.**

MFMA Grading Rules

MFMA Maple, Beech or Birch Floorings are sold in standard grades, described in accurate detail in a book of Grading Rules which may be had on application to the Maple Flooring Manufacturers Association.

The standard grades and lengths, in $2\frac{5}{32}$ -inch and thicker, are as follows:

MFMA First Grade (formerly Clear Grade) shall have the face practically free of all defects, but the varying natural color of the wood shall not be considered a defect. Standard lengths in all widths in this grade shall be trimmed 2 to 16 feet; the proportion of lengths 2 to $3\frac{1}{2}$ feet inclusive shall be what the stock will produce up to 25 per cent.

MFMA Second Grade (formerly No. 1 Grade) will admit of tight, sound knots and slight imperfections in dressing, but must lay without waste. Standard lengths in all widths in this grade shall be trimmed $1\frac{1}{2}$ to 16 feet; the proportion of lengths $1\frac{1}{2}$ to $3\frac{1}{2}$ feet inclusive shall be what the stock will produce up to 40 per cent.

MFMA Third Grade (formerly Factory Grade) must be of such character as will lay and give a good serviceable floor. Standard lengths in all widths in this grade shall be trimmed 1 to 16 feet; the proportion of lengths 1 to $3\frac{1}{2}$ feet inclusive shall be what the stock will produce up to 60 per cent.

Kiln Drying and End Matching

Flooring shall not be considered of standard grade unless the lumber from which the flooring is manufactured has been properly kiln dried.

All flooring shall be end matched unless otherwise specified.

Standard Measurement

Flooring $\frac{1}{2}$ -inch and thicker, all faces, is measured $\frac{3}{4}$ -inch waste for matching.

Flooring $\frac{3}{8}$ -inch ($1\frac{1}{32}$ -inch) thick, all faces, is measured $\frac{1}{2}$ -inch waste for matching.

Jointed flooring, all thicknesses and faces, is measured $\frac{1}{2}$ -inch waste.

Thicknesses and Faces of Maple, Beech and Birch Floorings

MFMA First, Second and Third Grades

Tongued and Grooved Flooring

Standard Thickness		Faces or Widths			
$2\frac{5}{32}$ "		$1\frac{1}{2}$ "	2"	$2\frac{1}{4}$ "	$3\frac{1}{4}$ "
Special Thicknesses					
$3\frac{3}{32}$ "	$4\frac{1}{32}$ "	$5\frac{3}{32}$ "	2"	$2\frac{1}{4}$ "	$3\frac{1}{4}$ "
$\frac{3}{8}$ "	$\frac{1}{2}$ "	$\frac{5}{8}$ "	$1\frac{1}{2}$ "	2"	$2\frac{1}{4}$ "

Jointed (or Square Edge) Flooring of $2\frac{5}{32}$ " and $3\frac{3}{32}$ " thicknesses is made in $2\frac{1}{2}$ " and $3\frac{1}{2}$ " faces.

To Ascertain Quantity Required

To ascertain the number of feet of flooring required to cover a given area, find the number of square feet of floor space to be covered and add thereto the following percentages:

Widths	Thickness		Thickness <u>3/8"</u>
	<u>1/2"</u>	<u>5/8"</u> <u>25/32"</u>	
Tongued and Grooved Flooring			
1 1/2" Face	50%	33 1/3%	
2" Face	37 1/2%	25%	
2 1/4" Face	33 1/3%	22 1/2%	
3 1/4" Face	24%	Not made	
Jointed Flooring			
2 1/2" Face	20%	Not made	
3 1/2" Face	15%	Not made	

Thick Flooring

is made (and so measured) from 1¼", 1½" and 2" lumber. Therefore, for flooring thicker than $\frac{25}{32}$ ", first determine the number of feet of $\frac{25}{32}$ " thickness required under the above method and then

add 25% for $\frac{33}{32}$ " thickness

add 50% for $\frac{41}{32}$ " thickness

add 100% for $\frac{53}{32}$ " thickness

For necessary waste in cutting and fitting add 3 to 5%

Uses of the Different Grades

MFMA First Grade — This grade is the highest standard grade. It makes the most durable and desirable floor for any building and is particularly suited for fine homes, apartment buildings, churches, clubs, dance floors, gymnasiums, hospitals, hotels, office buildings, public buildings, roller skating rinks, schools, stores, and other buildings where fine appearance as well as wear is desired.

MFMA Second Grade — This grade is nearly as serviceable as First Grade and can be used in the same type of buildings as First, if the slight imperfections permitted under the rules are not objectionable. Such imperfections, it will be noted, have an actually pleasing effect when the wood is given a color finish as per standard formulae.

MFMA Third Grade — This grade gives excellent satisfaction in factories, creameries, granaries, mills, warehouses, workshops, or at mines, on farms, etc. It is also coming into very general favor for use in grill rooms, billiard rooms, dens, or rooms of antique design and decoration, where the desire is for the unusual rather than for the conventional.

Uses of Different Thicknesses

The $\frac{25}{32}$ -inch thickness of Maple, Beech or Birch Flooring is the most commonly used for general purposes. The $\frac{3}{8}$ -inch thickness is very satisfactory for laying over old floors but care

should be taken that the under floor is dry, sound and of uniformly even surface.

The $\frac{33}{32}$ -inch thickness with its ¼-inch additional wearing surface is recommended when floor is to be subjected to extraordinary strain and wear.

The ½-inch, ⅝-inch, $\frac{41}{32}$ -inch, and $\frac{53}{32}$ -inch thicknesses are manufactured for special purposes and can be obtained if desired. Jointed flooring, also called Square Edge flooring, possesses the advantage of easy replacement in industrial floors.

How to Lay MFMA Flooring

The Sub-floor

The $\frac{25}{32}$ -inch and thicker flooring can be laid directly on the joists or on sleepers embedded in concrete spaced no wider than 16-inch centers, but is more frequently laid on a sub-floor.

For best results a sub-floor made of softwood boards surfaced on one or two sides is strongly recommended.

These boards should be no wider than 6 inches nailed ⅝-inch allowance between boards and laid diagonally to the top floor. This permits of the top floor being laid at right angles to joists or sleepers and the use of the narrower sub-floor boards prevents the development of cracks between joints in the top floor due to shrinkage in sub-floor boards. It should be securely nailed. It should be dry. A cover of black, glazed, water-proofed and coated building paper should be laid between sub-floor and hardwood floor as a protection against moisture absorption by the top floor.

The Top Floor

The top flooring should not be laid until plastering is thoroughly dried and woodwork and trim are installed. In fact, the laying and finishing of the hardwood floors should be the last operation in connection with the construction of the building. As a final precaution it is strongly recommended that either in summer or winter heat be on at least 10 days before flooring is laid.

After the trim is in place, line up the first course of strips flush with the face of the baseboard which must not extend below the surface of the top floor. Nail the first course directly through that portion to be covered with the quarter round or base shoe. Do not, under any circumstances, lay the flooring tight against studding or walls. Use short piece of flooring to put against end or edge of a strip when driving it up.

Nails

For $\frac{3}{8}$ -inch flooring — 4-penny cut steel flooring nails, driven 9 inches apart are recommended. If these cannot be secured, 3-penny finishing nails may be substituted.

For $\frac{25}{32}$ -inch flooring — use 7 or 8-penny cut steel flooring nails driven not over 16 inches apart.

For $\frac{33}{32}$ -inch flooring — use not over 8-penny cut steel flooring nails, driven 12 or 16 inches apart.

Wire casing nails may be used where cut steel nails are not obtainable.

The nails should be driven at an angle of 45 to 55 degrees, and the first nail or two driven in the piece of flooring should be "toe nailed" toward the preceding piece to which it joins, to make tight joints.

Use heavy flooring hammer and set nails, breaking joints as flooring is laid.

Scraping and Cleaning

Scrape or sand lengthwise with the grain, wipe clean, and give the floor the desired finish as soon as possible after laying. Do not wash or dampen new floor with water. To remove spots, dip steel wool in turpentine and rub. To bleach particularly bad spots, treat with concentrated solution of oxalic acid, made by dissolving oxalic acid crystals in water until it will contain no more. Leave solution on spot 24 hours. If not completely bleached, repeat treatment another day. Sponge up solution with damp cloth. A special preparation for bleaching is prepared by The Marietta Paint & Color Company.

Color Possibilities

Maple, in its natural color, is very attractive when waxed or varnished. Finished according to The Marietta Paint & Color Company's formulae illustrated in this booklet, it offers a wide range of color possibilities, and when finished according to their recommendations given herewith, will produce a beautiful and enduring floor. Ten of the most desirable colors are featured in this booklet.

MFMA NUMBER 100 — *Natural*

- 1 Coat American Lacquer
- 2 Coats Varnitro on Maple

MFMA NUMBER 109 — *Seal Black*

- 2 Coats Seal Black Acid Stain No. MB-3
- 1 Coat American Lacquer
- 2 Coats Varnitro on Maple

Eight other colors are illustrated with formulae on pages 10 and 11.

How to Finish a Maple Floor

Be sure floor is absolutely clean and free from dust.

Application of Stain

Apply the Stain freely so that it will penetrate well into the wood and all parts of the surface should be covered evenly. Stain should be applied parallel with the boards. Be sure to go over the surface again immediately, with the same brush, without putting on any more Stain. This has the

effect of making a deeper and more uniform color over the entire surface and also, the brush picks up the spots where the Stain is heavier, which would otherwise show unless brushed out smoothly. Let stand for from six to twelve hours, depending on drying conditions. The Stain should then be lightly sanded and dusted. Thin if needed with distilled water. *Shellac should not be used on this Stain.*

Application of American Lacquer

Apply one coat American Lacquer. This is a quick drying material designed especially to develop the soft cloth-like appearance in the Stain and to keep it from becoming brilliant and harsh in appearance. American Lacquer will dry thoroughly in about two or three hours, after which it should be very lightly sanded. The painter should apply American Lacquer with a full brush and will encounter no trouble in getting a smooth job on any surface, regardless of size. Sand lightly.

Application of Varnitro

The floor is now ready for finishing with Varnitro. This should be applied with a regular varnish brush in much the same way as a high grade, long oil enamel or a heavy bodied shellac. Apply freely with a full brush. Although Varnitro sets very quickly it will be found to flow well.

On a large surface start with a strip just wide enough that can be reached nicely, applying plenty of Varnitro and doing a strip completely across the floor. In doing the next strip use plenty of Varnitro, working the second strip into the first. The laps or joints will not show as the material will flow together. The painter can do a large floor without difficulty. Sanding the first coat of Varnitro is recommended. The second coat can then be applied in the same way as above described, and within five or six hours the surface may be rubbed with pumice stone and oil, or brilliantly polished according to standard polishing practice. Thin if needed with Varnitro Reducer. These Stains, Lacquers and Finishes are products of The Marietta Paint & Color Company, Marietta, Ohio. If unable to obtain these floor finishes from your paint or lumber dealer, write the manufacturer direct.

Wax

If it is desired to use wax as the final finish, do not apply second coat of Varnitro, but apply wax directly over first coat and polish in regular way.

MFMA Beech and Birch Floors

Formulae for satisfactory color finishes for these close-grained Northern Hardwood Floors will be furnished upon request.

MAPLE FLOORING MANUFACTURERS ASSN.

1740 McCormick Building, Chicago

The Creed of MFMA

*T*o establish and enforce uniform grades and standard of products; to constantly improve methods of manufacture; to make the Association trademark the symbol of excellence in methods and materials; to provide architect, dealer and builder with an organized and always available guaranty of quality; to protect the integrity of the product and to stimulate its more intelligent and economical use; and to stabilize and improve the industry in all its activities — these are the essential purposes of the Maple Flooring Manufacturers Association

